

GOintegro Survey Results Reveal an Encouraging Picture for HR Technology Spending and Use in Latin America

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*German Dyzenchauz,
GOintegro CEO & COfounder*

- Almost 40% of a sample of 556 Latin American companies surveyed by GOintegro, a leading employee engagement platform, have a formal [HR technology strategy](#), especially for payroll administration, time & attendance control, engagement & recruiting solutions, according to the company's Second Annual Latin American [HR Technology](#) Survey Report.

The significance of this finding is that HR technology spending and usage in Latin America has generally been overlooked by global research firms, resulting in a general lack of information regarding how the region's firms purchase and use HR software and applications.

"Research on this subject has focused mainly on the United States, Europe, Australia and Asia. Google turns up almost no general results for Latin America, while specific information on deployment models, penetration rates or which HR functions are most/least automated is virtually nonexistent", says GOintegro CEO & Co-founder German Dyzenchauz.

Key survey findings include the following:

- 38% of participants have a formal HR technology strategy, especially for payroll administration, time & attendance control, engagement & recruiting solutions, in which penetration soars above 60%.
- On average, 52% of surveyed companies use some kind of software to carry out HR functions (20% employ cloud applications) The rest do not use any automation.
- HR technology use in Latin America revolves around core functions (which carry high work loads that negatively affect strategy execution), in which the use of on-premise solutions is higher than that of cloud solutions - 32% vs 20%, respectively.
- The use of cloud applications to manage strategic HR programs --like internal communications, training and employee recognition-- is almost even with on-premise software - 27% vs 23%, respectively.

Additionally, over one third of survey participants said the availability of Cloud systems and mobile apps are key factors for purchasing HR technology (35% and 34%, respectively). While poor planning is the most common mistake Latin American HR departments make in technology implementations (46%), participants said the most important considerations for success are executive sponsorship (77%), project planning (72%) and end-user training (70%).

“These results represent a huge opportunity for innovation, cost reduction, outsourcing manual processes and injecting strategic value into HR with more powerful, flexible and modern tools, which are also capable of generating data and analysis reports to base decision making at boardroom level”, says Germán Dyzenchauz.

About GOIntegro

GOIntegro is the leading cloud-based employee engagement platform in Latin America, used daily by more than 400 corporate clients, representing over 1 million people, as their main tool for driving employee engagement.

Offering a single platform with applications to manage company benefits, employee recognition programs and HR information, GOIntegro is the main hub for social internal communications.

Covering all of Latin America with 140 employees in 7 countries, GOIntegro helps companies like CITI, Deloitte, General Motors, IBM, McDonald’s and Walmart strengthen the positive impact of their corporate culture. To find out more, visit GOIntegro.com.

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